

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of the Claims

1. (currently amended) A method of remote shopping in a video system, said method comprising the steps of:

receiving a television signal comprising auxiliary data associated with said television signal (122);

displaying in the video system a selectable purchase initiation icon for the purchase of at least one of a the product and a or service associated with said television signal in response to at least a portion of the auxiliary data (124);

selecting the purchase initiation icon to initiate the purchase of the product or service (1260);

establishing a data connection between the video system and an order center for the product or service (130);

sending pre-stored user information in the memory to the order center after establishment of the data connection for the purchase of the product or service (132).

2. (original) The method of claim 1 further comprising the step of establishing a voice connection between the user and an agent of the order center.

3. (currently amended) The method of claim 1 or 2, wherein the step of establishing a data connection between the video system and an order center upon selection of the purchase icon is accomplished with one of a modem, a two-way pager and a cell phone.

4. (original) The method of claim 1, wherein the step of showing a selectable purchase icon initiation icon along with the advertisement on the display in response to at least a portion of the auxiliary data is accomplished with an on-screen display unit.
5. (original) The method of claim 1, wherein the step of permitting a user to select the purchase initiation icon to initiate the purchase of a product or service in response to viewing the advertisement on the display is accomplished utilizing a remote controller of said video system.
6. (currently amended) The method of claim 1, further comprising the step of:
showing a status of the purchase of the product or service on the display during said steps of purchase initiation and sending of the user information.
7. (original) The method of claim 2, further comprising the step of:
muting audio of the television upon establishment of the video connection between the user and the agent of the order center.
8. (currently amended) A television operable to provide remote shopping comprising:
 - a) a selector (44) operable to receive a television signal having an advertisement for a product or service and associated auxiliary information;
 - b) a processing unit (48);
 - c) a display (34) operable to show the television signal and the advertisement;
 - d) an on-screen display unit (46) operable to produce a selectable initiate purchase icon on the display for the purchase of at least one of a the product or and a service of the advertisement in response to the auxiliary information and in conjunction with the advertisement;
 - e) a control system (48) operable to allow a user to select the initiate purchase icon;
 - f) communication means (56:58) operable to establish a data connection, download information, and establish a voice connection; and
 - g) memory (52) in communication with said processing unit, said memory containing user information entered during a set-up mode and a plurality of instructions which, when executed by the processing unit causes:

- 1) the communication means to establish the data connection between the television and the remote order location upon the user selecting the initiate purchase icon to initiate a purchase transaction for the product or service of the advertisement;
- 2) the communication means to download the user information upon the establishment of a data connection between the television and an order location; and
- 3) the communication means to establish a voice connection between the user and an agent of the order location upon completion of the downloading of the user information.

9. (cancelled)

10. (new) The method of claim 2, comprising an additional step of:

displaying a message indicating that said agent is available to speak to during said voice connection, wherein said message is displayed only when said agent is available.

11. (new) The method of claim 1, wherein said auxiliary information complies with an Hypertext Markup Language format.

12. (new) The method of claim 1, wherein said auxiliary information is embedded in said television program signal.

13. (new) The apparatus of claim 8, wherein

a message is displayed indicating that said agent is available to speak to during said voice connection, wherein said message is displayed only when said agent is available.

14. (new) The method of claim 8, wherein said auxiliary information complies with a Hypertext Markup Language format.